

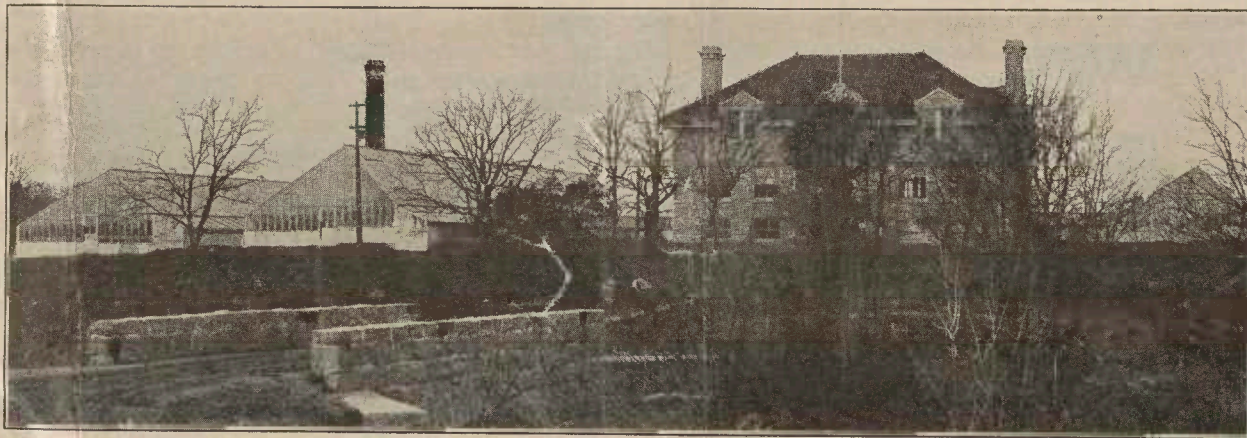
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HORTICULTURE AND FORESTRY
INVESTIGATIONS

What Every Planter Should Know

What to Plant—Where to Get It



THE HOME OF THE BIG NURSERY

About The Big Nursery



FOR over thirty years there has been a Sherman Nursery at Charles City, Iowa. For over thirty years this nursery has been sending into the Northwest trees that have made Charles City a household word with every planter of nursery stock. For over thirty years the unchanging purpose and policy of E. M. Sherman, founder of the Sherman Nursery, has been to deal squarely and fairly with his patrons; to fill all orders with the best possible grade of Charles City trees, true to name and free from all disease.

BEGINNING with a small patch of some twenty acres in 1884, the ever-increasing demand for Charles City trees, has made it necessary to continually enlarge the acreage in order to meet it, until at the present time there is over eight hundred acres devoted to the raising of trees. Beginning in 1884 with a small office in a rented room upstairs, the needs of the business have grown so as to make necessary the erection of a splendid three-story office building.

WHY are the Sherman Trees Better? The policy of "square dealing" cannot be given the entire credit for the wonderful growth of the business. There are other things that are almost equally important. Chief among these are the hardiness and early bearing qualities of trees grown at Charles City. No matter how well disposed to do the right thing by his customers Mr. Sherman might have been, no matter how good the trees looked when delivered, had the Sherman trees proven only "fair weather" trees like those raised in less exposed locations, the Sherman Nursery would doubtless have still been down near the bottom where it began. But there is a reason. It is this: Sherman trees are planted on the open prairie and for from three to four years endure the peculiar and trying weather conditions that prevail at Charles City. A tree that stands this test cannot help but be singularly well adapted to planting in the far north, and many thousands of customers can tell you that such is the case.

Notice the following table and you will see that although Charles City is "way down south" as some competitors say, the weather conditions at Charles City are no different from those of St. Paul, Minn.



About the Big Nursery



PLACE	YEARS OF RECORD	AVERAGE TEMPERATURE DEC. AND JAN.	AVERAGE ANNUAL TEMPERATURE	ALTITUDES
CHARLES CITY.....	25	20 degrees	45 degrees	1075 feet
Huron, South Dakota.....	23	17.5 degrees	44 degrees	1287 feet
Helena, Montana.....	24	24.4 degrees	43 degrees	4109 feet
Havre, Montana.....	23	16 degrees	41 degrees	2183 feet
Kansas City, Missouri.....	15	33.4 degrees	54 degrees	909 feet
La Crosse, Wisconsin.....	31	22 3/4 degrees	46 degrees	673 feet
Omaha, Nebraska.....	33	27 3/4 degrees	50 degrees	1105 feet
Pierre, South Dakota.....	16	20 degrees	47 degrees	1455 feet
Saint Paul, Minnesota.....	31	19 1/4 degrees	45 degrees	758 feet

NOTICE:—that the above is no comparison of “freak years.” It covers the weather conditions for a generation. In fact ever since the record has been kept, Latitude taken into consideration, Charles City has the reputation at the Weather Bureau of being the COLDEST SPOT ON THE MAP.

WHY do Sherman Trees Bear Early? The early bearing qualities of the Sherman trees have long been a source of wonder and envy to their competitors as well as a delight to customers. The reason is plain to anyone who has ever compared a Sherman tree with any other kind—it is all in the root. By some peculiar quality of the soil upon which the trees are grown, which, of course, is like the rest of the land surrounding Charles City, plants and trees develop a root system which cannot be excelled anywhere. A tree that leaves the nursery with the best supply of roots will, of course, recover from the shock of transplanting the best and it is no unusual thing for a Sherman tree to bear fruit the second year out.

TRUE to Name. In no nursery in the United States is there greater and more painstaking effort made to be absolutely sure that orders are filled with stock true to name. The Sherman Nursery Co. grow their own trees—800 acres of them. Every row of trees set out is staked as soon as planted and the trees are labeled just as soon as dug—there is no guesswork as to the varieties. The size of the nursery and the scale upon which stock is grown is itself a guarantee to customers that they will get what they order. You cannot be sure of this when ordering from some small nursery where the assortment is small.

PACKING. Anyone who has ever been present at the unpacking of a shipment of Sherman trees and has ever had a chance to compare the condition of these trees on arrival with those from the ordinary nursery, will understand another reason why the Sherman trees have become so much in demand. The Sherman trees are raised by experts. They are likewise packed by experts who are surrounded by every possible convenience for doing expert work that the experience of over thirty years can suggest.



Things to Plant



The Eastman

When apples are scarce, it doesn't make much difference what kind you have to sell.

But when everyone has apples to sell, it makes a whole lot of difference.

In the fall of 1911, thousands of bushels of apples rotted on the ground in Iowa. People said the reason was that "apples were plenty." But that doesn't tell the story. While these thousands of bushels of fruit were going to decay in Iowa orchards, there were several varieties of apples that were selling in the Minneapolis and Chicago market for \$3.50 to \$4.50 a barrel. At the top of the list in direct competition with the best apples the world produces, stood the Eastman. The Eastman is a late fall apple. It

is the favorite for commercial orchards. The fruit is large and uniform in size. No grading is necessary to put high-class fruit on the market for there are no culls. It has an attractive color. The color alone would sell it. Under ordinary conditions it will keep fully a month longer than the Wealthy. Many apple trees that would otherwise be profitable have the bad fault of dropping the fruit just as it is ripening. The Eastman apples cling to the tree until picked. Its delicious flavor easily induces the apple buyer to pay the top of the market.



A BRANCH OF EASTMAN



Things to Plant



ST. REGIS

The St. Regis Everbearing Raspberry

A few years ago, had we tried to tell the average planter what we are about to say of the St. Regis Raspberry, he would have laughed in our face and probably told us to go join the "Annanias Club," for so do the Doubters usually receive Good News.

We are not blaming them very much, for those early claims did sound good—"too good," the skeptics said. But there always is quite a bunch of fellows who know a Good Thing when they see it and it was not long before this bunch began telling things about the wonders of the St. Regis that made those early claims sound very modest indeed. These are some of the things they said:

EVERBEARING. The St. Regis is "everbearing." It bears fruit from early spring till frost comes in the fall. Before any other Raspberry in the spring, the St. Regis begins to ripen its great big, sweet, bright red berries. All summer long they keep coming. In August the young canes begin. Killing frost alone brings the Raspberry season to an end.

HEAVY BEARING. The St. Regis is a heavy bearer. The first or main crop is far greater than that of any other known variety of red Raspberry. This first crop begins to ripen before any other raspberry is on the market.

QUALITY. The St. Regis Raspberry is a bright crimson, large in size, sugary and rich in raspberry flavor. Very firm in texture so it will keep longer after being gathered than any other red Raspberry. Unequalled for a market berry. The St. Regis bears fruit the first season it is planted.



Things to Plant



Lilacs

The man who first said "As welcome as the flowers in May," surely had in mind that most fragrant and beautiful of all May flowers, the Lilac. The Purple Lilac has been the favorite for generations. A later variety known as the Lilac Villosa is admired by many. Its blossoms are a delicate waxy pink. The Villosa blooms a week or so later than the common lilac.

Peony

Roses don't bloom in May where we live. Peonies do. Great, gorgeous blooms, rivaling hot-house roses in size, shape, color and fragrance. They are so easy to grow—so easy to take care of—no flower lover's garden is complete without a clump or two. They are as hardy as rhubarb. They come in colors, red, white and pink.

Trumpet Honeysuckle

Your grandmother probably had the Trumpet Honeysuckle in her garden. It certainly has been one of the favorite vines for a long time. It is a native of the North. It blossoms all summer long, bearing profusely, clusters of trumpet-shaped flowers, $1\frac{1}{2}$ inches long, of a salmon shade with deep red inside the trumpet. It does not need to be covered through the winter.

Asparagus

A great many people live on "dandelion greens" in the spring, explaining that it is "good medicine." For our part, we prefer crisp, succulent asparagus tips to dandelion greens. A couple hours' work will prepare an asparagus bed that will supply a family for years with this most delicious of early spring vegetables. "Conover's Colossal" is one of the very best varieties. When the bed is well established, it throws up with great rapidity shoots over an inch in diameter. It is hardy anywhere.



The Good Old Fashioned Tartarian Honeysuckle

It blossoms in June. Profusely covered with white or pink flowers, and afterward with a bright red berry. Perfectly hardy anywhere. It should be in every dooryard. A hardy native shrub.

Things to Plant



The High Bush Cranberry

Grows wild still in some sections of the Northwest. It resembles the Snowball. Grows from eight to fifteen feet high; bears an abundance of blossoms, and in winter is covered with large clusters of bright red berries, which will hang on until spring if not disturbed. Prized by some people for the brilliantly colored and highly flavored jelly made from the berries.

The Spirea Van Houtti

To see it is to want one like it. A perfectly hardy flowering shrub. When full grown it stands about six feet high, but the tips of its branches droop to the ground in every direction. It is the most beautiful and appropriate of all for cemetery planting. It blossoms about Decoration Day, in fact, it is usually in bloom on that day. When in full bloom it is one mass of white blossoms hanging in clusters about the size of a silver dollar.

The Russian Olive

A splendid hedge plant for dry sections. Will make a hedge where no other tree will grow. Introduced from Russia. It is remarkable for its ability to withstand drought and extreme cold. Nothing will eat it, the worms and the rabbits leave it alone. It has silvery green foliage and bears a profusion of small yellow blossoms of such spicy and penetrating fragrance that it can be noticed for a great distance. It is a rapid grower, reaching a height of from twenty-five to thirty feet in ten years. Will stand severe pruning.

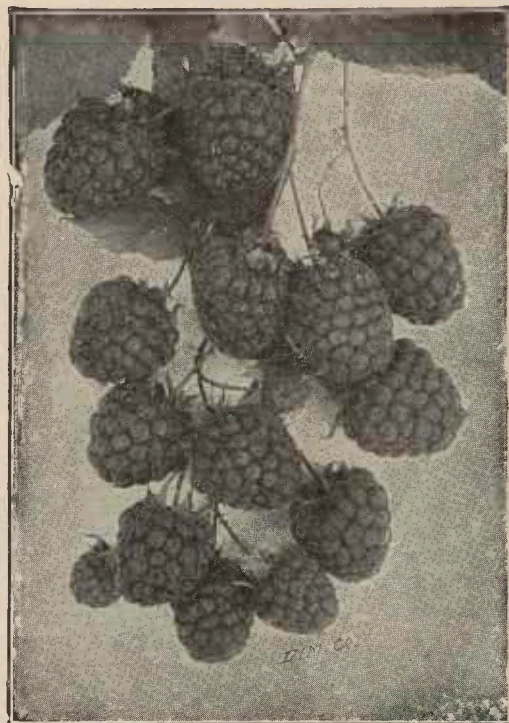
The Buckthorn

The hardest of all hedge plants. Especially desirable for clipped hedges; it will stand repeated prunings without injury. Foliage dark green. Prof. C. B. Waldron of North Dakota Agricultural College says of it as follows:

"We have had it growing here as a hedge for a number of years and consider it the one best hedge plant for North Dakota. For the purpose that a hedge is usually grown, that is, to make an inclosure that will ordinarily turn most kinds of stock and all kinds of people, we know nothing as good as the Buckthorn."



Things To Plant



WHAT YOU HAVE BEEN LOOKING FOR

*A Red
Raspberry
That Bears
Like the
Black*

*A Red
Raspberry
That Won't
Freeze Down
in Winter*

THE CARDINAL RASPBERRY

The most valuable addition to the list of hardy bush fruits for years. It grows from ten to sixteen feet high and bears fruit in proportion. It does not spread like the ordinary raspberry. It does not freeze down in winter. Twenty quarts of fruit have been gathered from a single bush in a season. Be sure and ask our agent about it when he comes.

PROF. C. B. WALDRON OF THE NORTH DAKOTA AGRICULTURAL COLLEGE SAYS:

"It has been very difficult to find a raspberry hardy enough for North Dakota, but we have found it in the Cardinal. We planted the Cardinal at the station between fifteen and twenty years ago and our experience has been very favorable. The fruit is large and of a fine cardinal color. It is very productive. The Cardinal does not spread all over the garden the way the ordinary raspberry does."

The plants grow to an immense size and yield enormous crops. Note the size of the bunches. Hardy anywhere. Should be planted on rich soil.

No need of getting your raspberries in cans at the grocery store after this. Get them in your own back yard and they wont need a "Pure Food" Label.



What Every Planter Should Know



NO matter where you are you will always find the SHERMAN TREES will grow faster, fruit earlier, more abundantly, and live longer than any other tree you ever planted. There was a time when a man would wait ten years or more for an orchard to bear.

CHARLES CITY TREES ARE DIFFERENT

Platte, S. D.
SHERMAN NURSERY CO., Charles City, Iowa.
Gentlemen: I have a plat of ground which I have set apart for the purpose of raising fruit. From time to time I have purchased trees of different nurseries, placed them thereon and I must say there is a marked difference in favor of your trees as to thriftiness and early bearing quality. Quite a large number of them bore fruit the second year, and I wouldn't hesitate to recommend your trees to anyone wishing to plant an orchard, **for I believe there is no better.**

Yours respectfully,
M. E. WALLACE.

Zumbro Falls, Minn.
SHERMAN NURSERY CO., Charles City, Iowa.
Gentlemen: During the last six years I have bought of you 800 Apple trees, of which nearly every one is living and bearing fruit. They are of a **better class** of trees than I have ever seen before and would be pleased to have anyone come and inspect them, and I will give them all the apples they can eat.

Yours truly,
GEO. DUNCAN.

Geddes, S. D.
SHERMAN NURSERY CO., Charles City, Iowa.
Gentlemen: I have now been dealing with you for a number of years and I have always found your goods O. K.
In 1905 I bought one hundred (100) apple trees of you and all of them lived but three and they were replaced.
I have had no experience in the taking care of trees and if your trees had not been O. K. I am sure more of them would have died.

Respectfully yours,
JAY. L. WOOD.

Seim, S. D.
SHERMAN NURSERY CO., Charles City, Iowa.
Gentlemen: A year ago I purchased 1,000 trees from your nursery and I wish to say that they are all living and growing splendidly. I can heartily recommend your trees to anyone interested as they certainly are the hardest and thriftiest growers and stand the hard winds and drought far better than trees obtained from other nurseries.

A. H. HANSON.

THE WAY TO GET RESULTS AND GET THEM QUICKLY IS TO GET SHERMAN TREES

If you are yet one of that unfortunate crowd that buys its apples and other fruit of the grocer; if you are tired of dried apples or prunes, read what your neighbors have done with Sherman Trees

YOU CAN RAISE THE RED JUICY KIND IN YOUR OWN BACKYARD



Things to Plant



Long Bunch Holland— *The One Best Currant*

No family garden is complete without currant bushes. Nearly every year sees some new and wonderful currant bush on the market. But the only one that all fruit growers will agree on as "one of the best" is the Long Bunch Holland.

The plants grow to an immense size and yield enormous crops. Notice the size of the bunches. Hardy anywhere.

BETA GRAPE. For years and years you have bought your grapes, a basket at the time, at the grocery, and every time, you have parted with at least a quarter.

Do you know that you can raise those grapes in your own backyard? That a half dozen BETA vines will supply your family more grapes in a year than your most extravagant purchase at the grocery? They do well anywhere. If you have no other place convenient, Betas will do well along the fence. They don't need to be taken down and covered in Winter. They don't freeze back. They are splendid for arbor or screen, serving a double purpose, fruit and shade. It is hardy and will ripen its great clusters of luscious fruit wherever the wild grape thrives.



A FEW BUNCHES OF LONG BUNCH HOLLAND CURRANT

What
Every
Planter
Should
Know



WHEN YOU BUY TREES YOU ARE LOOKING AHEAD

You are betting your time and money that the Tree Man's Story will come true.
WHAT YOU WANT IS

RESULTS

Pretty pictures and wonderful stories won't get you results unless they are
BACKED UP BY THE GOODS

Why experiment? Why take Chances?. Why invest in fair promises? When you
can get NORTHERN GROWN SHERMAN TREES.

Bradgate Iowa, Oct. 3, 1914.

SHERMAN NURSERY CO., Charles City, Iowa.

Gentlemen: In 1911 I bought a lot of fruit trees and vines of you. About eight years before that I bought some fruit trees from two different firms, but the apple trees have failed to bear, although they seem to be healthy. The Sherman trees have all borne fine and given excellent satisfaction and I am convinced beyond doubt that Sherman trees are the trees to buy. I cared for the other stock as well as I did for the Sherman stock.

Yours truly,

GUY DAYTON.

Rolfe, Iowa, Oct. 7, 1914.

SHERMAN NURSERY CO., Charles City, Iowa.

Gentlemen: In the Spring of 1906 I bought of your company about five dozen fruit trees—Apple, Plum and Cherry. Those trees have paid for themselves at least twice and what is more: they are true to name, as I proved to my own satisfaction by a plat I made of the orchard. Of all these trees, not one died and they are exactly as represented. I have bought of several nurseries, but the Sherman trees are the best trees I ever bought.

Yours truly,

FRANK STALLCUP.

NO NEED TO WAIT A LIFE TIME TO GET RESULTS FROM SHERMAN TREES



Things to Plant



The Crimson Rambler

The best of all climbing roses. If you can plant but one rose, let it be a Crimson Rambler. It frequently makes a growth of eight or ten feet in a season. The picture gives an idea of the profusion of its crimson blossoms, which remain perfect for many weeks.



The Snowball— *Or Guelder Rose*

Your flower garden will not be complete without that old, old favorite, the Snowball. A splendid bush for specimen plant or background. Called "Snowball" because its clusters of blossoms resemble the snowball in size, shape and color. Note the picture—wouldn't it make your home place worth more to you if that bush grew there?



Things to Plant



EVERBEARING STRAWBERRY has come to stay. It will soon be the only kind planted. A patch of EVERBEARING twenty feet square will supply any ordinary family with fresh berries all summer long. Everbearing will stand more neglect and abuse and bear more fruit than any strawberry ever introduced.

HANSEN'S PLUMS—the most valuable additions to the list of hardy plums for years. These plums were originated by Prof. N. E. Hansen of the South Dakota Experiment Station.

OPATA—This plum is a cross between the Sand Cherry and the Gold Plum which Luther Burbank sold for \$30,000.00. A large purple plum one and a half inches in diameter. Perfectly hardy. Ripens late in July. One of those big blue plums like you buy at ten cents a dozen.

SAPA—A cross between the Sand Cherry and Burbank's Sultana Plum, a big purple plum that ripens ten days earlier than the Opata. The Sapa took first prize at the Minnesota State Fair the year it was introduced.

WANETA—Probably the best of all of Hansen's plums. A cross between the Terry Plum, the largest of American plums, and Burbank's Apple Plum. The fruit is of enormous size, being sometimes two inches in diameter and weighing two ounces each. Equal to any of the so-called California plums. Delicious in flavor and hardy.

THE TIGER LILY. Another favorite from your grandmother's flower garden. Of all the lilies hardy out of doors, the Tiger Lily is the showiest, most free-blooming and easiest to grow. Hardy as the horseradish.

NIOBE WILLOW. The most beautiful of all weeping trees. Do not confuse it with the so-called "Weeping Willow." The Niobe is of recent introduction, being first brought to this country by Prof. N. E. Hansen of South Dakota. It will do well anywhere and is perfectly hardy.



JAPAN MAPLE. A beautiful little Japanese tree. Not a bush but a tree, perfect in form and adapted for planting on lawns where a large tree is undesirable. The foliage is beautifully cut, and makes a specimen tree of remarkable beauty.



Things to Plant

EVERGREEN 1215. The Evergreen that every nursery in the United States is trying to imitate. Every man will tell you they have "the same thing," or "something just as good." There is only one Evergreen 1215. It took us over twelve years of experiment to be able to give the planter Evergreen 1215. The best recommendation Evergreen 1215 has received is that our competitors are trying to imitate it. If you want Evergreen 1215 RESULTS, don't buy "the same thing" or "something just as good" from some one who can give you only an imitation of the real thing. In ten years, an Evergreen 1215 will be larger than any other evergreen tree twice its size set out at the same time.

Things to Plant



THE BRILLIANT APPLE. Many a man has said, "I have plenty of Summer and Fall Apples. If I only could get some real Winter Apple that is a success in the Northwest I would cheerfully pay the price." But he couldn't get a Winter Apple. That was before the day of the Brilliant Apple. There is no longer any excuse for anyone being without Winter Apples—not when you can raise 'em in your own backyard. The Brilliant is a brilliant red Winter Apple, large in size and delightful in flavor, a heavy bearer (note the picture) of fruit that clings to the tree till picked. Under ordinary conditions and with ordinary care the Brilliant has kept, not only over Winter, but until the middle of June.



A BRILLIANT APPLE TREE

Time Will Tell

Time will tell whether a tree is any good or not. But can you afford to be uncertain? Can you afford to take a chance when you can get Sherman Trees?

FIFTEEN YEARS AFTERWARD

Foley, Minn., Dec. 10, 1914.

SHERMAN NURSERY CO., Charles City, Iowa.

Gentlemen: Four times I have bought trees from you. In 1899 I bought eighteen Apple trees and the following year I bought twelve Plum trees and six Apple trees. Those trees all proved as vigorous and hardy as oaks. All were true to name and splendid bearers. Out of the thirty-six trees not one is dead. Last Spring I got eighteen more Apple and twelve Plum trees. These all put out a splendid growth and I have given you my order again for next Spring. Your trees are the kind to plant here for they stand the Winters.

Yours truly,
FRANK SADOSKI.

Foley, Minn., Jan. 7, 1915.

SHERMAN NURSERY CO., Charles City, Iowa.

Gentlemen: About fifteen years ago I bought twenty Apple trees from your company. They all lived and bore abundantly. Since that time I have purchased other Apple trees, Plum trees and Grape vines, which have all lived and borne abundantly. All of the stock I have bought of you has given me splendid satisfaction. About ten or twelve years ago I bought from your company 100 Butternut and Walnut trees. They all lived and at the present are bearing nuts.

Yours truly,
JOHN E. SCOTT,
Probate Judge.

SHERMAN
Nursery Company

*The Big
Nursery*

CHARLES CITY
IOWA